

SUB-CABINET ON SENIOR VITAL LIVING

Meeting Summary Notes Wednesday, March 17, 2010

Department Directors

Adams, Bruce
Ahluwalia, Uma
Albornoz, Gabriel
Bowers, Richard
Emanuel, Steve
Hamilton, Parker
Lacefield, Patrick
Matthews, Catherine
Silverman, Steve
Vaughan-Prather, Judith

Staff

Anderson, Mary
Davis, Betsy
Feinberg, Beryl
Goodwin, William
Haney, Gwen
Heiney-Gonzalez, Joe
Heyman, Austin
Huggins, Gloria
Kenney, John
Korona, Luann

Saddi, Odile

Smith, Charles
Stobie, Kathleen
Vines, Ralph

Guests

Goldbloom, Irwin
Greenhut, Michael
Kauffman, Charles
Pruzan, Marcia
Welles, Judith
Woodall, Barbara

Discussion of the release of CE FY11 Recommended Operating Budget:

Uma convenes the meeting and begins a discussion of the CE FY11 Recommended Budget. Department Directors and staff discussed the impact of operating budget on senior services.

- Department of Health and Human Services reported decreases in funding for home aide services, transportation and respite care. In addition, contracts will have a 7% reduction.
- Department of Transportation will reduce the Call 'N Ride monthly coupon books from two books to one.
- In the Recreation Department Mini trips will be discontinued. The stand alone Senior Team and Out Door Adventures Pilot Program will be eliminated. The Silver Sneaker Program will charge \$25 per year to participate, with annual membership of \$150. The Recreation's Department budget is reduced by 12%.
- Volunteer Center took a large cut, with four positions eliminated, but RSVP is preserved because it is funded by a federal grant. Some volunteer opportunities will be preserved. There will be no funds for additional initiatives.
- The Office of Consumer Protection will lose one administrator position in July.
- Department of Public Libraries' hours will be reduced. The circulation and information desks will have fewer staff and more volunteer support. Seventy-one positions are eliminated.
- Department of Economic Development reports that this is now the "great recession" and the "new norm." Jobs in the fields of health care and safety are the only fields untouched by the recession. The recession that occurred back in the early 1990s lasted five years before the economy began to rebound.
- Department of Technology Services reported that they are losing 20% of the staff and that will cause response time issues. Their budget is cut by 40%.
- Office of Management and Budget reported that they would be detailing staff to departments to assist with management and budget because of abolished positions.
- Commission for Women reported that they will experience a reduction in three full-time staff and the commission must relocate from their present office space by July 1 to save cost.
- Office of Public Information reported a reduction of \$50,000 for pedestrian safety education and the MC311 Call Center would come under their administration.

Discussion of Communication and Outreach:

Common comments from the eight Senior Summit workgroups:

- Networking—ongoing communication between workgroups
- Centralize common needs of workgroups
- Approval of all communication—approach/message/visual-common look
- Ensure no redundancy

Comments from Senior Sub-cabinet:

- Define role of volunteers
- Ensure there is a point of contact—one to one contact—for activities. This will reduce redundancy.
- Pattern communication after PIO that sends out press releases
- Brand releases—so all senior communications have a common look
- Senior Summit is an interdepartmental effort.

Communication suggestions:

- Health and Wellness will be having a Vital Living campaign in the fall focusing on fall prevention
- Hospitals and pharmacies can flag seniors visiting the emergency room or filling multiple prescriptions and this information could be used to share information with seniors.
- Department of Recreation distributes a quarterly newsletter that could be used to share information.
- Public service announcements
- Newspapers: Senior Beacon, The Gazette's senior insert, Ethnic language newspapers
- Placards on buses
- Radio Stations
- Library bulletin boards
- Churches and Mosques
- Pizza boxes
- Senior and Recreation Centers
- Public Private Partnerships—hospitals, nursing homes, meals on wheels, health clinics senior care agencies as distribution points
- Prepare inserts to include in public private partners' newsletters

Communication Needs:

- How do we communicate more with less?
- There is a need for message saturation—pick a theme, hammer the theme—it is more likely to stick.
- Use the lessons learned from the Census and MC311 communication to community.
- Keep the Senior Site up to date. Website should not be static.
- Create automatic email reminders for residents to check information on Senior Site.

Communication Coordinator

Charles Smith has been selected to be the Communication Coordinator for the Senior Sub-cabinet for a trial period until June 30. What will his Communication Coordinator role involve?

- Serve as a point of contact/staff for the Senior Sub-cabinet
- Attend all workgroups meetings to ensure communication and reduce redundancy
- Provide linkage between workgroups
- Not serve as a clearinghouse for information

After June 30, Charles' role as coordinator, which will result in extra work to his present full-time workload, will be evaluated for effectiveness.

Follow-up on Task Assignments from January 27th Sub-cabinet meeting:

GIS Mapping Project

- Mr. Emanuel will contact CountyStat regarding GIS mapping project.
- CountyStat GIS expert can take the lead
- Questions—
 - How to map? What relevant information do we map?
 - Should GIS experts be convened before the group decides what to map?

| GIS Experts Identified | | | | |
|-------------------------------|--------------------|---|------------------|---------------------|
| Dept. | GIS Expert | Email address | Extension | Submitted by |
| FRS | Sarah Ierley | Sarah.Ierley@montgomerycountymd.gov | 7-2445 | Chief Bowers |
| DHCA | Matt Greene | Matthew.Greene@montgomerycountymd.gov | 7-3631 | Luann Korona |
| DTS | Apollo Teng | Apollo.Teng@montgomerycountymd.gov | 7-2883 | Irvin Galic |
| Police | Christine Vandeyar | Christine.vandeyar@montgomerycountymd.gov | 3-5218 | Betsy Davis |
| DOT | Phil Hutchison | Philip.Hutchison@montgomerycountymd.gov | 7-5810 | Carolyn Biggins |

Reports from Workgroups:

Communication and Outreach will meet next week.

Employment reported that there would be a JCA Senior Employment Fair in April. Employers will be asked to report whether or not they hired Job Fair participants. Job fairs are a tremendous investment in time and effort and we need to know if there are results.

Civic and Social Engagement will meet tomorrow and there will be an effort to expand the community review process.

Home and Community Based Services met last week to discuss how to attract new members and get new vitality. The discussion included defining the purpose and focus of the group, returning to initial goals, providing outreach and prioritizing goals.

Health and Wellness reported continuing focus on falls prevention campaign. Advisory group to meet next week. Core group met previous week.

Transportation had no report.

Safety reported that the group met in February and reported that the Senior Movies will continue and provide public safety communication. Burglary call checks will include a check of smoke detectors. Mr. Vines has joined the Task Force on Hoarding Behavior and there will be outreach to people in the community who hoard. There were many lessons learned from the snowstorms and the Safety workgroup have reached out to Homeland Security to discuss how to handle future emergencies.

The **Housing Workgroup** has not met. The Tenant Workgroup has one focus on seniors. The Tenant Workgroup includes HOC, Civic Activists and Housing developers. The Vital Living Committee (VLC) has created sub-committees to correspond to the Senior Sub-cabinet's workgroups. The VLC is interested in this issue and would like to coordinate/integrate with the Housing Workgroup. Luann Korona and Barbara Woodall will discuss.

Wrap-Up/Next Meeting: Next meeting Wednesday, June 16 from 1:00-2:30 p.m.